

## Safe Boating Awareness Week 2012 – Highlights

The quintessential Canadian summer activity – boating – is launched with Safe Boating Awareness Week (SBAW) every year on the long May weekend. Nothing says ‘summer’ like SBAW!

And, if you didn’t get a chance to participate in SBAW activities in your community, the Canadian Safe Boating Council asks that you simply remember and practise these life-saving messages throughout the boating season:

- Don’t Drink & Boat
- Wear a Personal Flotation Device or Lifejacket
- Take a Boating Course
- Be Prepared (Both You and Your Vessel)
- Be Aware of the Dangers of Cold Water Immersion

The *Ready, Set, Wear It* initiative was again launched over SBAW this year. Organizers were keen to beat last year’s event record of 1,685 Personal Flotation Device (PFD) inflations...and on May 19th, participants from Canada, Mexico, the U.S., Australia, Brazil and Japan helped make sure they did! Some 3,993 people collectively demonstrated the importance of wearing a PFD. Congratulations on what looks like a promising public awareness initiative!



Speaking of awareness, this year’s SBAW campaign was again conducted both at the national and local levels to ensure maximum outreach to boaters. Over 700 community newspapers received articles and news releases; more than 200 radio stations broadcast important event dates; 50 cable television stations posted information on their web sites, and over 20 interviews were conducted for magazines, newspapers, radio and television across Canada.

### Local (Volunteer) Campaign

- The local (volunteer) campaign was addressed with contacts approached at both the stakeholder (790 contacts) and marine industry (237 contacts) levels.
- The City of Trenton, Ontario officially proclaimed Safe Boating Awareness Week within their community.

### Campaign Results

2011 media outreach across television, radio, web and print exceeded an all-time plateau of 80 million impressions. Related statistics for the 2012 campaign will be available in August.

CSBC has been making boating safer in Canada for 20 years. YOU can help save lives, too! How? By sponsoring an event or project, making a charitable donation, or becoming a member. Get involved with us and support water safety in *your* community!

For membership information: Contact Bob Minielly ([miniellb@rogers.com](mailto:miniellb@rogers.com))  
To make a donation, or to host or sponsor an activity: Contact Ted Fortuna ([Ted.Fortuna@bell.net](mailto:Ted.Fortuna@bell.net)) or Rick Cassels ([rcassels@mustangsurvival.com](mailto:rcassels@mustangsurvival.com))